

MAKE _A MOVE

An Art Incubator for contemporary
European non-institutionalised and
independent theatre
www.makeamoveproject.eu



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Impressum

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Make a Move – An Art Incubator for contemporary European non-institutionalised and independent theatre

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Table of Contents /

00. Foreword / 02

01. About the Project / 04

- 1.1. Partners, Associates and Funders / 06
- 1.2. Project Timeline, Outputs and Target Groups / 08

02. Barcelona Meeting / 10

- 2.1. Target Group Needs Identification Report / 12

03. Art Incubator / 14

- 3.1. 'Digital Practices' / 20
- 3.2. 'Site-specific Theatre Practices and Audiences' / 22
- 3.3. 'Inside Out – Positioning non-institutionalised theatre practices in a critical journalistic and business context' / 28

04. Action Research Methodology / 38

Foreword

Make a Move project came about organically. A group of independent movement based European artists attempted to collaborate and develop an international theatre production. Regardless of all our efforts and commitments, it was clear to us that we lacked the capacities and strong financial and political support and recognition needed to successfully develop **an international project**. That was the crucial moment when the Make a Move project was born, as an intermediate project between where we as an arts sector are now and where we would like to be in the near future. We decided to take action to affect change in the ability of the non-institutionalised and independent theatre sector to evolve and ultimately bring theatre closer to the contemporary society.

The decision to create the Make a Move project resonated with me personally: As an

independent artist in the field of contemporary theatre, I lacked the conditions and resources to fully focus on my artistic creation. I often wondered - what if the conditions were more supportive, how would that effect my artistic work?

In moving onward with Make a Move, we were lucky to meet Barbara Rovere, an extraordinary Slovenian cultural manager, who believed in our vision and fully supported us during the process of project development and application writing for the Creative Europe Programme Call with her expertise, sensitivity and intuitive approach. During that process we were additionally encouraged and strengthened with new partners who applied to our Call for Partners and with whom we finalised development of the project. We were thrilled and honoured when the Education, Audiovisual and Culture Executive

Agency (EACEA) approved co-financing of the project. As small cultural operators, we have already achieved a lot - still, there are many challenges ahead of us.

Make a Move is primarily a **capacity building project**, but at the same time it aims to shine a new light on the contemporary European non-institutionalised and independent theatre sector. It seeks to do this by creating a new awareness around **the artistic and audience development relevance of this sector**, which throughout the history has been an important carrier of contemporaneity, innovation and exploration. The majority of the existing 'repertoire-system', text-based institutionalised theatre has not evolved in synchronicity with audiences and the social and technological context. On the other hand, numerous progressive art forms of contemporary theatre practices remain marginalised within the world of non-institutionalised theatre practitioners and small independent cultural operators who lack the capacities and resources to scale their activities and bring them to a wide audiences.

In collaboration with higher educational institutions the project applies **action research methodology** which will feed into the project's

communication and dissemination activities and enable exploitation of the project content for policy making and cultural management purposes, outside of immediate project partnership and beyond the duration of the project. Because, to be an independent artist/organisation nowadays is a valuable political and artistic statement which needs to be heard!

Ivana Peranić

*Make a Move Project Leader
Artistic Director of the Creative Laboratory
of Contemporary Theatre*

Ivana Peranić



About the Project

The Make a Move project **will execute and test an innovative Art Incubator program**, designed particularly for non-institutionalised theatre practitioners and small independent cultural operators primarily from the field of contemporary movement-based theatre with the first group of **10 full-time participants and 30 auditing participants** from 8 European countries (Austria, Croatia, Ireland, France, Poland, Portugal, Romania, Spain) who will have the opportunity to develop their artistic and professional skills and grow their production proposals through co-creation processes in collaboration with international group of artists. The Art Incubator will be implemented in 2019 in three cities: **Galway (April / May), Rijeka (September) and Targu-Mures (December)**. The project will produce to various stages of development at least 10 new contemporary

theatre productions that will be presented as work-in-progress to audiences in three project partners' countries. The project will identify at least 5 new cooperation opportunities and initiate applications to sources of funding producing a target of theatre productions for display at European Capital of Culture occasions in Rijeka (Croatia) and Galway (Ireland).

The initiator and leader of the project is an arts organisation Creative Laboratory of Contemporary Theatre KRILA from Rijeka. **The main partners** of the project are the Galway Theater Festival (Ireland), the Institute of Arts Barcelona (Spain), the University of Arts Targu-Mures (Romania). **The associate partners** are ACTS (Oslo, Norway), MOVEO (Barcelona, Spain) 88 (Montpellier, France), Poulpe Electrique (Arcueil, France), ToTum TeaTre (Barcelona, Spain)

04

05

The project title 'Make a Move' was inspired by a graffiti which we saw on a wall during a city walk on occasion of the third Rijeka workshop in October 2017.

and Workinglifebalance Ltd. (Graz, Austria). The Make a Move project has been developed under the European Capital of Culture programme - Rijeka 2020: Port of Diversity, project "Unreal Cities". The project has been co-funded by the Creative Europe Programme of the European Union, RIJEKA 2020 LLC, Ministry of Culture of the Republic of Croatia, Kultura nova Foundation, City of Rijeka, Primorje-Gorski kotar County, Austrian Cultural Forum Zagreb and Embassy of Spain in Zagreb, the European

Capital of Culture Galway 2020, the Galway City Council, the Irish Arts Council, the Ajuntament de Sitges and the French Institute Barcelona.

MAKE A MOVE is part of the wider project "Unreal Cities", developed under the European Capital of Culture programme - Rijeka 2020: Port of Diversity, Kitchen flagship.

Partners, Associates and Funders

Partners

1. Creative Laboratory of Contemporary

Theatre KRILA – Rijeka, Croatia

W www.krila.org | **F** @krila.laboratory | **I** @krila.ri

2. Galway Theatre Festival – Galway, Ireland

W <http://galwaytheatrefestival.com/>

| **F** @galwaytheatrefestival

| **I** @galway_theatre_festival

| **T** @GwayTheatreFest

3. Institute of the Arts Barcelona – Sitges, Spain

| **W** www.iabarcelona.com

| **F** @instituteoftheartsbarcelona

| **I** @iabarcelona | **T** @iabarcelona

4. The University of Arts Târgu-Mureș,

– Târgu-Mureș, Romania

| **W** <http://www.uat.ro/en.html> | **F** @uatmures





Associates

5. ACTS – laboratory for performance practices, Oslo, Norway
| **W** <https://actspractices.org> | **F** @Actslab

5. ACTS –
laboratory for
performance
practices

4. The University of
Arts Târgu-Mureș

10. Workinglifebalance Ltd.

1. Creative
Laboratory of
Contemporary
Theatre
KRILA

6. MOVEO – Centro de formación y creación – Barcelona, Spain
| **W** <https://www.moveo.cat/> | **F** @centro.moveo
| **I** @cia_moveo_barcelona

7. PLATFORM 88 – Montpellier, France
| **W** www.platform88.com/
| **F** @CompagniePlatform88
| **I** @platform88_theatre | **T** @platform88

8. POULPE ELECTRIQUE – Arcueil, France
| **W** <http://poulpeelectricque.net/en/home/>
| **F** @poulpe.electrique

9. TOTUM TEATRE – Barcelona, Spain
| **W** <http://totumteatre.com/?lang=en>
| **F** @totum teatre

10. WORKINGLIFEBALANCE LTD. – Graz, Austria
| **W** www.workinglifebalance.com/
| **F** @workinglifebalance

Funders

EACEA – Creative Europe
Rijeka 2020 LLC (Rijeka 2020 – European Capital of Culture)
Ministry of Culture of the Republic of Croatia
Kultura nova Foundation
City of Rijeka
Primorje - Gorski kotar County
Austrian Cultural Forum Zagreb
Embassy of Spain in Zagreb
Galway 2020 – ECoC
Arts Council of Ireland
Galway City Council
Ajuntament de Sitges
Institut français de Barcelona
Theatrical and Multimedia Research Institute

Project Timeline, Outputs and Target Groups



Outputs

- Non-institutionalised theater practitioners
- Researchers in the field of theatre studies
- Policy makers in the field of culture
- General Audience
- Media

- Researchers in the field of theatre studies
- Policy makers in the field of culture

Lab 2.
'Site-specific Theatre Practices and Audiences'

**10th – 19th
September 2019**
Rijeka, Croatia

Lab 3. 'Inside Out – Positioning non-institutionalised theatre practices in a critical journalistic and business context'

**09th – 18th
December 2019**
Targu-Mures, Romania

**Handbook
Launch Event**

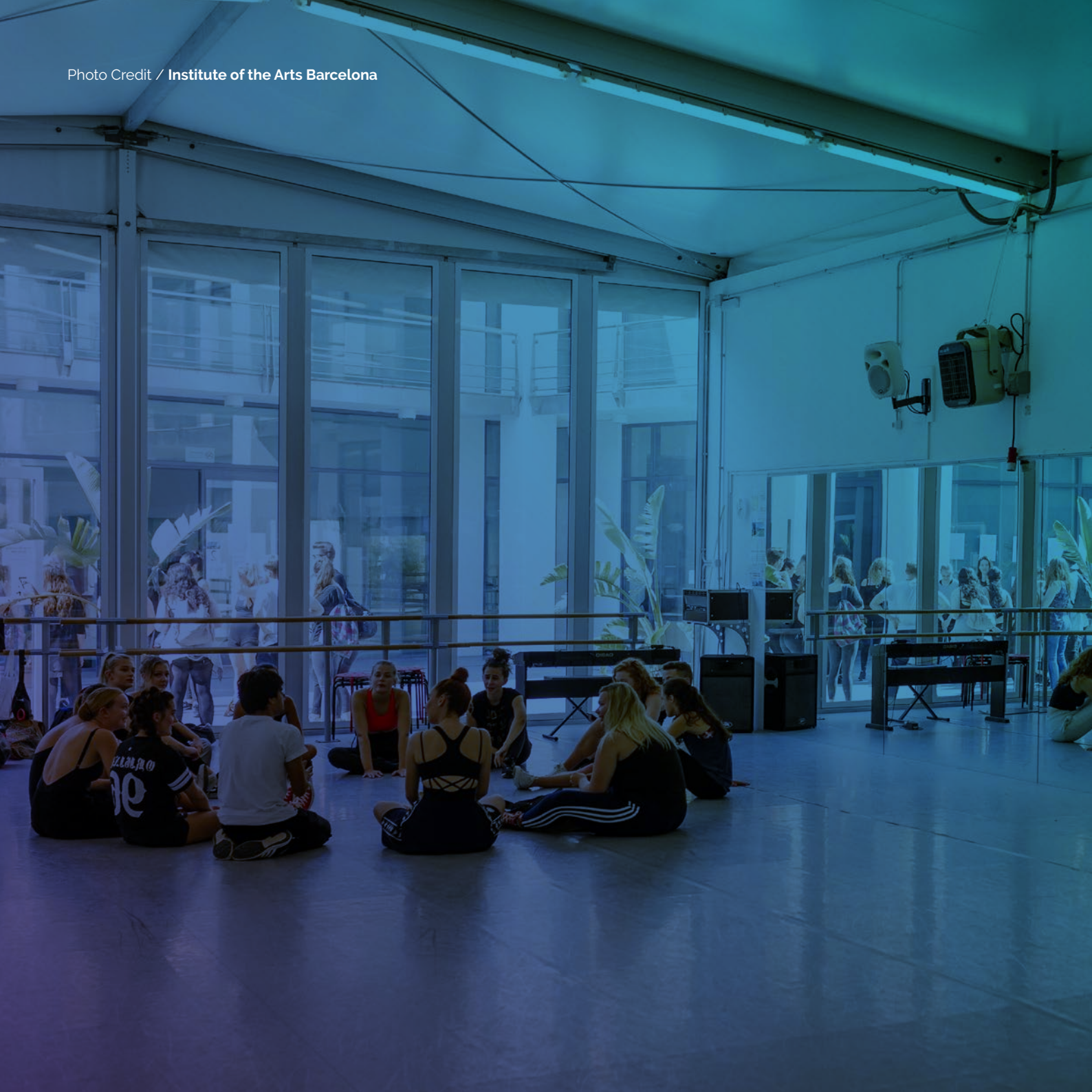
February 2020
Targu-Mures,
Romania

**Final Partners
Meeting in Rijeka**

**18th – 20th
February 2020**
Rijeka, Croatia

- 10 full-time participants from at least 5 Creative Europe programme countries
- 30 auditing participants
- 10 work-in-progress public performances
- 5 new cooperation project ideas identified and elaborated
- Evaluation Methodology, Interim Evaluation Reports, Final evaluation reports, academic publications

- Handbook on non-institutionalised theatre practices, supporting business and audience development topics that will highlight the solutions to many of the challenges of the sector.



Barcelona Meeting

- 11 The Barcelona Meeting was organised and hosted by the Institute of the Arts Barcelona on the 19th, 20th and 21st February 2019. The event was an opportunity for academic and professional exchange between the project partners, associate partners and collaborators, as well as with external stakeholders from the local, national and international context.

The main topics of the Barcelona Meeting were:

1. Symposium with the presentation of the desk research '**Target group needs identification report**'.
2. Roundtables in plenum with the discussion of the data delivered in the symposium and discussion of forthcoming strategies. Specific roundtables have been delivered on the topics: (1) Artistic excellence in the field of Non-institutionalised and Independent Theatre Practice; (2) Business Model and (3) Audience Development. The aim of the roundtables has been to enable an open and democratic

discussion on the target group needs identified in the research and to inform and support the development of the co-creation lab curriculum of the three Art Incubators that will be held in Galway, Rijeka and Targu Mures.

3. Organizational meeting about the practical finalization of the strategies and the curricula/ programmes to be delivered in Rijeka, Targu Mures and Galway.

Together with the operative section, the Barcelona Meeting was characterised also by the high profile of keynote-speakers and guests. The opening day foresaw the participation of Andrew Sherlock (Liverpool John Moores University), Anna Sica (University of Palermo) and Josette Feral (Nouvelle Sorbonne and President of the European Association for the Study of Performing Arts). Other guest speakers included Mal Pelo Company from Catalonia, Trevor Carlson of the Merce Cunningham Trust and others.

Target Group Needs Identification Report

12

The purpose of the target group needs identification and elaboration was to inform the capacity building exercises envisaged for execution during the Galway, Rijeka and Targu-Mures labs and to centre on the following topics: (1) Artistic Excellence; (2) Business Model and (3) Audience Development.

The project steering committee members – non - institutionalized theatre practitioners from 5 European countries (Croatia, France, Norway, Austria, Spain) – sketched out the target group needs during the three Make a Move project development workshops which took place in Rijeka (December 2016, June and October 2017)

and proposed the topics: Business, Artistic Excellence and Audience Development.

Since October 2018, the IAB expert researchers Armando Rotondi, Valentina Temussi and Daria Lavrennikov, in collaboration with the project partners and the project steering committee, have been engaged in enhancing the currently available knowledge on the target group needs.

Their research has been composed of a theoretical part and a mapping of festivals, markets, funding institutions and potential partner companies. The research aim has evolved into a useful and approachable guide not only for the Make a Move partners and associates, but also for the whole target group that is contemporary European independent theatre makers.

The central challenge of the Target Group Needs Identification Research has been to concisely define the transient notion of independent and non-institutionalized contemporary European theatre. The mapping process has been set up acknowledging the diversity of past and present performing arts manifestations in the countries, cultures, and art dedicated bodies and institutions, that make up Europe today.

In terms of structure the research work has been divided into two main parts:

Part I - the theoretical framework related to non-institutionalised and independent theatre, looking at the three main mentioned aspects/priorities: **Artistic Excellence, Business Model and Audience Development.**

Part II - mapping of the international environment with specific selection lists, in order to facilitate the work of fundraising and partnership. **These lists include:** theatre festivals, companies, funding institutions and others.

One of the central demands for artists and collectives working in independent theatre today is to amplify the field of dialogue both in the artistic part of their work, the process of creation and performance, and in the organizational part, the relationship with institutions, curators and scholars of partnering artistic fields.

Art Incubator

The incubator is aimed at **all independent theatre makers, be it individual artists or collectives (companies)**, in the field of contemporary movement-based theatre practices. We are using the terms “non-institutionalised” or “independent” theatre to refer to practices that take place outside and beyond established institutions or repertory theatres. However, we are aware that this realm of theatre can only be adequately understood and precisely named in the context of each individual European country or region.

The pilot execution of the Art Incubator will take place in three consecutive sessions in Galway (Ireland), Rijeka (Croatia) and Targu – Mures (Romania) during the course of 2019. The duration of each Art Incubator session will be 10 days. The envisaged number of participants is 10 full-time individual artists or collectives that will attend all three labs. For each session, another 10 participants will be selected as auditing participants from the local/regional non-institutionalised theatre practitioner community. Each session will follow the same structure. Currently the project partners envisage that the education and training programme will include basic elements **(1) artistic excellence, (2) business skills and (3) audience development**. Each session foresees **a co-creation laboratory** to enable immediate implementation of newly acquired skills while benefiting from the interaction and networking with peers, mentors, international audiences and representatives of the respective European Capitals of Culture. Each co-creation lab will culminate in **work-in-progress showings**.

14

Each Art Incubator session will be conducted under **a specific topic** that is linked both with the curriculum, the specific location and the agenda of each European Culture Capital and illustrates a key element of the non-institutionalised theatre agenda and identity:

1. Digital Practices, Galway, Ireland / 25th April – 04th May 2019

2. Site-specific Theatre Practices and Audiences, Rijeka, Croatia / 10th – 19th September 2019

3. InsideOut – Positioning non-institutionalised theatre practices in a critical journalistic and business context, Targu-Mures, Romania / 9th – 18th December 2019

The Make a Move project will improve capacities of over 40 Art Incubator participants to work transnationally, improving professional skills, peer learning, education and training, to improve their career opportunities to work transnationally and internationally and to access new markets, creating network possibilities, building partnerships and contacts, reaching new and wider audiences.

Resident Artists and Collectives

From 30th November until 30th December 2018 we ran an **Open Call for participation in the "Make a Move" Art Incubator**. We received 127 applications from individual artists and 42 applications from collectives (with 99 individual artists) - a total of **226 independent theatre artists who expressed their interest to be a part of the Make a Move Art Incubator!** The quality was very strong and therefore competition was very high, so the final selection was extremely difficult. The Selection Panel met on 20th February 2019 in Sitges (Barcelona) and selected the **10 resident artists and collectives** who will participate in the Make a Move Art Incubator.

Examples of the applicants' motivations (excerpts from the applications):

I hope to take my work to the next level and place it in a European context.

I would like to grow as an artist and to develop my practice.

This would be brilliant platform for networking and information share which is huge part of successful artist life today.

I want to make strong, collaborative, funded European work.

The exchange of artistic practice is essential for me.

I feel that "Make a Move" is a place for me to reflect on my artistic vision, and meet, network, share with others to create a bigger, inclusive, courageous vision for where culture is going.

Make a Move would allow me to up-skill, introduce me to potential European collaborators, give me time and space to learn, take risks, explore without pressure of a finished product.

16



Anne Corté —
Paris, France
www.annecorte.games



James Riordan —
Galway, Ireland
www.bruttheatre.com

17



— **Rodrigo Pardo**
Marseille, France
www.rodrigopardo.com



— **Julianna Bloodgood**
Wroclaw, Poland
juliannabloodgood.wixsite.com



— **Dmitri Rekatchevski**
Paris, France
vracollective.com/fr/oeuvres/iam4mime



Sébastien Loesener
Montpellier, France
www.compagnieplatform88.com

Platform 88



Janaina Tupan
Montpellier, France
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19



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WORKINGLIFEBALANCE LTD.



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'Digital Practices'

The Galway Art Incubator on 'Digital Practices' took place from **April 25th - May 4th 2019 in Galway City and in Áras Éanna Arts Centre out on Inis Oirr**, an island off the coast of County Galway. **It brought the group of 10 selected residential artists together with 10 local artists:** Anja Kersten, Eileen McClory, Sorchá Ní Chróinín, Cathal McGuire, Liza Cox, Gráinne O'Carroll, Conor Geoghegan, John Rogers, Sandra Gonzalés Bandera, and Orlaith Ní Chearra.

The first main area of focus for the 'Digital Practices' Art Incubator was to provide the 10 selected international artists the time and opportunity to learn about each other and each other's work, and to exchange practices and project ideas. To achieve this, the art incubator began with 2 half-days of presentations and sharings from the international artists.

In the afternoon of the first two days the art incubator also **introduced artists to digital tools**

for audience development and engagement.

Social media experts LORG Media gave a hands-on workshop on **creating video content for social media using mobile phones**. Blog expert Darragh Doyle gave a workshop on why **blogging** can be useful for artists, and on how to blog. The 10 residential artists later put these skills into practice through **the blogs they created for the 'Make a Move' website to document the art incubator.**

The Art Incubator then moved to Inis Oirr, an island off the West coast of Galway, where the residential artists and local artists began an intensive 6 days of work, **exploring new digital technologies and creating and presenting scratch projects**. The artists received instruction and support from a number of experts: Niall Campion and Karl Caulfied, from the company VRAI, who looked at **360 video**; Tom O'Dea and Brian Kenny, from the company Lightspace, who looked at **digital mapping and interactive**

20

technologies; and Esteban Moreno, a sound designer and coder, who looked at **binaural sound**.

The juxtaposition of the unique rural landscape of the island with the digital technologies worked very well, from both a social and creative perspective. In their feedback artists remarked that they enjoyed being in the 'bubble' on the island with other artists, and the landscape prompted some very interesting scratch projects, including a 360 video that placed the viewer inside a ship-wreck; a piece that combined the distant view of someone in a far away field with very intimate personal audio through headphones; and an outdoor celebration of physical movement through the narrow, stone-walled lanes of the island.

21

In total, **the artists created over 10 scratch pieces**, some of which were then **presented at a public showing in Galway City on May 3rd**. The public showing (with an invited audience) took place at the O'Donoghue Centre for Drama, Theatre and Performance in the National University of Galway. 10 audience members joined the artists, who demonstrated some of their 360 video pieces, which were for one audience member at a time, and an outdoor group piece, which brought audience and performers together through running and movement.

The assessment by the researchers from IAB and UAT showed that, overall, the art incubator was a success, in that it succeeded in **generating productive creative collaborations**



Photo Credit / Béatrice Lemoine

between international artists and local artists, and also that it gave the artists a **new understanding of how they could work with digital technologies in their practice**. The high quality of the scratch works produced in such a short time was commented on by the researchers. It is also notable that the participants indicated in their questionnaires that they found the experts very generous and helpful.

The Art Incubator was led by GTF Project Manager Dr. Máiréad Ní Chróinín, and the Artistic Director of 'Make a Move' Ivana Peranic. The Art Incubator was documented and assessed by three researchers: Lorand Janos (IAB) and Lia Contiu and Traian Pencuic (UAT), and it was evaluated as part of a wider project evaluation by the project evaluators Darko Lukic and Cristina da Milano.

'Site-specific Theatre Practices and Audiences'

22

The Rijeka Art Incubator on **"Site-specific Theatre Practices and Audiences"** took place from **September 10th - 19th in Rijeka** organised by the Creative Laboratory of Contemporary Theatre KRILA from Rijeka. It brought the group of ten (10) selected resident artists together with ten (10) local and regional artists: Sendi Bakotić (Rijeka), Andrea Crnković (Rijeka), Maja Kalafatić (Celje/Beograd), Nika Korenjak (Ljubljana/Zagreb), Iva Korbar (Zagreb), Maja Kovač (Zagreb), Frane Meden (Pula), Uroš Mladenović (Novi Sad), Kristina Paunovski (Rijeka), Miljena Vučković (Novi Sad). The entire lab featured **twenty (20) artists from nine (9) European countries:** Austria, Croatia, France, Ireland,

Poland, Portugal, Serbia, Slovenia and Spain.

The goals of the Rijeka Lab were:

1. Resident artists to share their creative practices and explore their creative ideas among themselves and in collaboration with artistic collaborators of the Lab (Artistic Module - 1st part)
2. Participating artists to share their created works in the form of work in progress presentation on 17th Sep 2019 (Artistic Module - 2nd part) and get some feedback from the local audiences.
3. To raise awareness among participating artists

of unutilised creative and innovative potential of the contemporary theatre practices in developing audiences (Audience Development element)

4. To identify follow-up cooperation projects among the Make a Move Art Incubator participants (Business Module)

Rijeka Lab was comprised of two modules: **Artistic and Business Module** through which the element of **Audience Development** was imbued. The Artistic Module focused on the exchange of different contemporary performance practices and artistic approaches within the context of site-specific theatre. Following the topic of the Lab, Artistic Director Ivana Peranić and her team of artistic collaborators Monica Giacomini and Fernanda Branco divided locations, that include some of Rijeka's valuable cultural heritage sites, into three sub-categories:

- (1) Natural environment:** Mill Žakalj alongside the river Rječina.
- (2) Public spaces:** shop window, old shopping mall rooftop and surrounding streets.
- (3) Historical building:** Opera (Teatro Fenice).

On the first day of the Lab, after the **Official launching**, resident artists were taken on a **Walking tour of the city** and its surrounding witnessing for the first time the locations they would be working on in the following days. The tour was led by the art historian Ivana Golob who gave the artists historical, social and architectural inputs with intention to spark the imagination and inspire the artists in their artistic creations.

The information had also the purpose of offering to the artists a grounded knowledge of the sites as a site-specific strategy of work, based on learning about the place one visits and works on. This approach aimed to provide the artists with contextual tools, so they could relate to a place not only from the present, but also with historical references, aiming for a wider understanding and respect for the location.

On the second day, as part of the **Audience Development element**, there was a facilitated talk and sharing: **"Levels of Engaging with the Audiences"** led by Artistic Director Ivana Peranić. The talk highlighted the numerous creative practices and approaches to audiences among participating artists in terms of **(1) number of the audience:** from one to hundreds of people, **(2) place:** using different types of non-conventional theatre spaces, **(3) contexts** such as: festivals, artistic productions, urban and countryside, political demonstration/protest **(4) age and ability (5) social status and level of inclusion/exclusion (6) intention** such as: random audiences or people who intentionally come to an event. Some important issues were raised such as artist as social worker, necessity of selling tickets, importance of critics and partnerships, (re)-defining terms of professional and non-professional artists.

Artistic Module was based on co-creation methodology and it was divided in two distinctive parts.



24

During **the first part** (11th-14th Sep) resident artists were working in smaller groups interacting with specific sites and creating an artistic responses and expressions from it as: methodology of work and/or different performative works such as performative installation, collage of artistic proposals, roof performance using wireless headphones and binoculars for the audience and shop window performance.

During **the second part** (15th-17th Sep) resident artists met with the local and regional artists whom they presented their creative processes and artistic proposals, and local and regional artists presented themselves and their artistic approaches and creative works. Each local and regional artist chose a group of resident artist and a location according to their artistic preferences.

On the 16th September 2019 there was a second facilitated talk **"Challenges of managing audiences in non-conventional theatre spaces"** where participating artists shared and exchanged their experiences on the topic but also considered the concrete example of the work-in-progress presentation of the following day.

All artistic works were shared with local audience in the format of **work-in-progress presentations on 17th September 2019**. Durational performance **"I'm Listening"** in the shop window created by Nicole Pschetz and Miguel Bonneville with the collaboration of Maja Kalafatic and Miljena Vuckovic was open for the public from 1.00 - 03.00 p.m. Citizens of Rijeka were invited to share their wishes and concerns with St. Vito who is a patron saint of Rijeka. Other works were presented in the form of an artistic guided tour, taking audiences from one location to another

from 5.30 - 8.30 p.m.: **(1) Rijeka's Roof** took audiences on the roof of the shopping mall in the city centre telling a story of the superheroes who are out of luck and out of work. Audiences were following them from above as they wandered through the city wondering what to do next and what "saving the planet" even means anymore. The work was created by Rodrigo Pardo and James Riordan in collaboration with Uroš Mladenović and Iva Korbar. Upon getting down

from the roof audience were picked up by a character wearing beach accessories and inviting the audience to go for a swim presenting **(2) Last Summer**, a minimalistic performance in a shop window as a "corporeal reflection about a good time with you". The work was created by Dmitri Rekatchevski in collaboration with Frane Meden. Another character called Xmas Tree invited audience to follow her and led the audience through tiny streets of the city centre, stopping

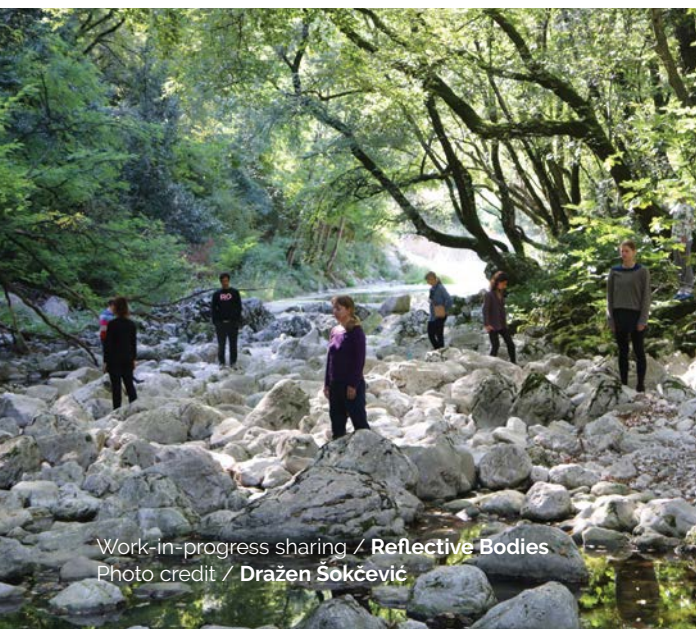


Work-in-progress presentations / **I'm Listening**
Photo credit / **Nicole Pschetz**



Work-in-progress presentations / **Rijeka's Roof**
Photo credit / **Dražen Šokčević**

26



Work-in-progress sharing / **Reflective Bodies**
Photo credit / **Dražen Šokčević**

briefly in front of the Rijeka 2020 installation at the Jadran Square, before heading for the Opera (Teatro Fenice) where many other Rijeka citizens and media were already waiting. One could feel excitement in the air since this place was opening its door for the general public for the first time after almost three decades! The work presented in the Opera was **(3) And Then There Was a Space** - *fragments of a transformation* created and performed by Julianna Bloodgood, Anne Corte, Johannes Schrettle, Sanna Karolina Toivanen, Janaina Tupan, Sendi Bakotić, Andrea Crnković, Nika Korenjak, Maja Kovač and Kristina Paunovski. The response of the Rijeka citizens and media was very positive. The interest was immense but unfortunately, there was only one performance due to the context of the Lab.



Work-in-progress presentations / **And Then There Was a Space**
Photo credit / **Dražen Šokčević**

Inside of the **Business Module** (18th and 19th Sep) participants worked on the process of developing an effective and competitive grant proposal and facing financial and managerial challenges after successful grant application.

Fundraising element was led by Barbara Rovere and **Financial management element** was led by Adam Jeanes. Both experts were available for individual consultations throughout the Module.

The Rijeka Art Incubator was programmed and led by Artistic Director Ivana Peranić. The Art Incubator was documented and assessed by three researchers: Lia Contiu (UAT), Anda Cadariu (UAT) and Alessandra Troncone (IAB), and it was evaluated as part of a wider project evaluation by the project external evaluators Darko Lukic and Cristina Da Milano.

Lab in Rijeka & "Make a Move" project are part of the Rijeka 2020 – European Capital of Culture programme, Kitchen flagship – Center for Creative Migrations.

Project activities are implemented with the financial support of: RIJEKA 2020 LLC, Ministry of Culture of the Republic of Croatia, Kultura nova Foundation, City of Rijeka, Primorje-Gorski kotar County, Austrian Cultural Forum Zagreb and Embassy of Spain in Zagreb.

‘Inside Out – Positioning non- institutionalised theatre practices in a critical journalistic and business context’

28

9th – 18th December, 2019, Târgu-Mureş, Romania

Many times, artists find it difficult to talk about their work, which sometimes results in interviews or performance presentations filled with platitudes. Considering this, it may be difficult for independent theatre-makers or collectives to promote their artistic work, to gain finances and further to market the performance for the audience.

Therefore, the Art Incubator session is dedicated to presenting a multi-perspective approach **to talking about the artistic product, considering ways of 'translating' the artistic universe into words, using some tools from the area of theatre criticism, journalism or aesthetics.**

The Aim of the session is to develop the participants' skills of communication about their artistic products, promoting their performances on the market and creating a relationship with their potential and existing audience. At the same time, **product 'storytelling'** will be considered

from the point of view of many different audiences and assessed from the business and management perspective, accompanied with tips and tricks from cultural management professionals.

Raluca Blaga, lecturer at the University of Arts, will give practical examples of how different contemporary European theatre directors will take audience into consideration in their productions. Considering the multiethnic heritage of Targu-Mures, the artists will have the chance to meet and to have a focus group with students and local people, Romanian and Hungarian, and will find out about jokes, prejudices, conflicts, daily life, how they work together, the flexible status of minority vs majority and otherness. **The artists should think in advance of methods of gathering the information in the focus groups – theatre and word games, improvisation, interviews etc.** They will be helped in the focus group by Patkó Éva, Hungarian theatre director



Photo credits / **Cristina Gânj**, for the
University of Arts in Târgu-Mureș

and Angela Precup, TV cultural journalist. Artists' rehearsals of the moments will be based on these experiences captured locally. They should prepare short moments of work-in-progress inspired by images, stories, prejudices, jokes, relationships between the two communities. They can work by themselves or with local and other resident artists in exploring the proposed view on the two communities. After each presentation, the artists can talk about their searches and work-in-progress from a journalistic perspective, using the strategies presented by Angela Precup, television cultural journalist.

The Art Incubator session in Targu-Mures will conclude with a two-day Grant Writing Boot Camp, a process of live writing and correcting of resident artists grant proposals to various project funding mechanisms. The sessions will be led by Barbara Rovere.

Lab in Târgu-Mureș – Speakers, Experts and Artistic Director

31

Speakers

Raluca Blaga and Éva Patkó

Raluca Blaga, Ph.D. – Lecturer at the University of Arts Târgu-Mureș / Romania

Raluca Blaga read Theatre Studies at the University of Arts Târgu-Mureș and Mathematics – Informatics at Petru Maior University Târgu-Mureș between 2002 and 2007. Between 2006 and 2008, she was a part of Theatre 74's team – an independent, alternative theatre. In 2012 she defended her doctoral thesis entitled *Adaptations of Tragic in Contemporary Dramaturgy* and joined the teaching staff of the University of Arts, Târgu-Mureș. Her current research interests concern the relationship between performance and audience. Raluca Blaga is also the author of *(Su)poziții teatrale, sau ancora împotriva nostalgiei confortului*, Eikon Publishing, 2018.



Éva Patkó, Ph.D. – Theatre Director and Teacher at the University of Arts in Târgu-Mureș / Romania

Éva Patkó, Ph.D. is a young theatre director. She recently came back from a Fulbright semester at UC Berkeley California, where her focus was on the issue of otherness. She teaches at the University of Arts in Târgu-Mureș, Romania, and now works on contemporary plays that deal with the aspects of power.

— Expert

Angela Precup



Angela Precup, Ph.D. – TV Senior Journalist at TVR Târgu-Mureș, Associated Lecturer within the University of Arts Târgu Mureș / Romania

Angela Precup, Ph.D. is a TV Senior Journalist within the regional studio of the national television, TVR Târgu Mureș, where she produces mostly cultural shows (*Cult@art*, *Memory of the Print*, *Urbane Sketches*). Since 2018, she has activated as an Associated Lecturer within the University of Arts Târgu Mureș. Her media experience cumulates her activity within media institutions such as BBC România, Radio Contact Târgu Mureș, Antena 1 Târgu-Mureș, et. al., to which she added ten years' experience in organizational communication.

Barbara Rovere



Barbara Rovere – Cultural Manager and grant writer / Slovenia

Barbara is a cultural manager and grant writer. Her focus is on EU centralised funding programmes, e.g. Horizon 2020 - SME Instrument Phase 1&2, Culture/Creative Europe, Fundamental Rights and Citizenship/Europe for Citizens, Progress and others. She demonstrates a 100% success rate in grant applications to the Culture/Creative Europe programme for the time period 2008 – 2018.

She holds a MA degree in European Politics and Administration from the College d'Europe in Bruges, Belgium, and is currently pursuing a PhD degree in Business Administration and Management at the University of Primorska in Koper, Slovenia.

— Artistic Director

Ivana Peranić



Ivana Peranić – Artistic Director / Croatia

33

Born 1975. in Rijeka. Theatre maker, performer, choreographer and educator. She graduated (2000-2003) and post graduated (2004-2007) at the International School of Corporeal Mime, London and gained Bachelors degree at the Faculty of Philosophy, Rijeka University (1999). In London she was a member of the renowned theatre company Theatre de l'Ange Fou and then a collaborator of the artists' platform Performans Klub Fiskulturnik. She is a co-founder and director of the arts organisation Creative Laboratory of Contemporary Theatre KRILA (Rijeka). Throughout her long artistic and educational practice she has collaborated with various local, national and international performance artists and educators, and participated at numerous festivals both in Croatia (Rijeka, Pula, Zagreb, Zadar, Labin, Umag) and abroad (Rome, Bratislava, Ljubljana, Sarajevo, Warszawa, London, Chuncheon, Smederevo). She is a member of the Croatian Dancers Association and Croatian Centre for Drama Education.

Lab in Targu-Mures - Local & Regional Artists

In November 2019 The University of Arts Târgu-Mureș, **Romania**, held an open call for application from artists from Romania and Hungary. The call aimed at independent theatre 10 artists from Romania were selected through this call to join the Inside Out-Positioning non-institutionalised theatre practices in a critical journalistic and business context co-creation lab. The local and regional artists will join the international group of artists from December **9th - 16th**. They will participate in the Artistic Module of the Lab in Târgu-Mureș that will have a focus on the **added value of interculturality and it will include:**

- different artistic practices, approaches, creative processes and methodologies of co-creation;
- exchange of knowledge, skills and experiences among local, regional and international participants on subjects of artistic excellence and audience development;

- working with different focus groups such as students and university staff;
- preparation and work on shorter project ideas in co-creation with international, regional and local artists;
- work-in-progress presentations for local audiences, media and relevant local and national cultural policy makers and stakeholders.

The 10 artists who were selected from this open call are:



**Aletta Zselyke
Kenéz** —
Miercurea Ciuc



Alina Tofan
Bucharest



Anette Marka
Satu-Mare



**Ioan-Antoni
Nica**
Târgu-Mureş



Irisz Kovacs
Cluj-Napoca



Miruna Lazăr
Cluj-Napoca



Otilia László
Târgu-Mureş



Pálffy Zsófia
Târgu-Mureş



Răzvan Târnovan
Cluj-Napoca



Delia Duşa
Târgu-Mureş

Programme

36

9th – 18th December, 2019, Târgu-Mureș, Romania

Monday, Dec 9th 2019

- Official Launching
- Meeting Local and Regional Artists
- Planning the Focus Group Activities
- Tour of Târgu-Mureș
- Welcome Dinner

Tuesday, Dec 10th 2019 - Wednesday, Dec 11th 2019

- Practical Sessions: "How do European theatre creators take audience into consideration?," "Audience involvement – a director's perspective", "How do you extract the story in

- order to include it in your performance?"
- Focus group with Romanian and Hungarian students, teachers and technical staff from the University

Thursday, Dec 12th 2019 - Sunday, Dec 15th 2019 Artistic Module

- Practical Session : "How do you talk about your production? How do you present it to an audience or to the press?"
- Planning the Creative Work; based on the

information, stories, images, impressions collected during the focus group and artistically mastered by each artist or by the group of artists that decided to work together.

- Rehearsing Work in Progress Presentations
- Public Presentations on Dec 15th

**Monday, Dec 16th 2019 - Tuesday,
Dec 17th 2019**

Business Module

- Group work: (1) Grant Writing Boot Camp

Wednesday, Dec 18th 2019

Business Module and Conclusion of the Artistic Incubator

- Business Module: Grant Writing Boot Camp
- Conclusions of the Lab and Artistic Incubator
MAKE A MOVE;

- Final Evaluation
- Farewell Dinner

Host / **University of Arts Târgu-Mureș**
Location / **Târgu-Mureș**

Action Research Methodology

38

The implementation of project activities follows the action research methodology, a recognised qualitative research approach, used "to study a system and concurrently to collaborate with members of the system in changing it in what is together regarded as a desirable direction" (Glimore, Krantz and Ramirez, 1986).

Project Partners will implement the action research methodology by instituting a reflection and evaluation module with the participating artists, instructors and project partners at the end of each Art Incubator session. During each reflection and evaluation module, the participants will convey their impressions on the effectiveness of the session following a questionnaire designed by the researchers. The evaluation activities will take place at each Art Incubator execution and the findings will be presented to project partners following each co-creation lab execution.

The findings of the Action Research also will feed into the project communication and dissemination activity especially in creating and publishing a special Handbook on noninstitutionalised theatre practices and supporting business and audience development topics. The Handbook will feature artists participating in the Art incubator and illustrate the challenges and impact on non-institutionalised theatre practitioners. In keeping with the project's commitment to 'action research' methodology the researchers will evaluate the incubator using artist questionnaires, focus groups and observation.

- The researchers attended the 1st Lab are: Lia Contiu (UAT), Traian Penciu (UAT) and Lorand Janos (IAB).
- The researchers attended the 2nd Lab are: Lia Contiu (UAT), Anda Cadariu (UAT) and Alessandra Troncone (IAB).

Leading researchers

Lia Codrina Conțiu, Traian Penciu and Anda Cadariu / University of Arts Târgu-Mureș, Târgu-Mureș, Romania



- The researchers attending the 3rd Lab are: Lia Contiu (UAT), Traian Penciu (UAT) and Adina Mocanu (IAB).

Besides internal researchers and evaluators, the project involves two renowned external expert collaborators to evaluate the Art Incubator program as well as the project that are Cristina Da Milano and Darko Lukić.

Guest researchers

Loránd János, Alessandra Troncone and Adina Mocanu / Institute of the Arts Barcelona / Sitges, Spain



External evaluators

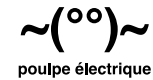
Darko Lukić / Ph. D., Theater scholar and author; **Cristina Da Milano** / President of ECCOM



Partners



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